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LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 30, 2007

SUBJECT: Senior/Student Discount Ticket Program – Fillmore Miami Beach at the Jackie Gleason Theater

This Letter to Commission is to provide you with an update regarding the Senior and Student Discount Ticket Program at the Fillmore Miami Beach at the Jackie Gleason Theater, and to assist you and your staff in providing information on the program should you receive any inquiries

As you know, the Management Agreement between the City of Miami Beach and Live Nation requires Live Nation to maintain the Community Benefit Fund which is used to subsidize the discount ticket program through the imposition of a surcharge on each ticket. Historically, SMG, who previously administered this program, held a monthly sale for these discount tickets and advertised the date of the sale in the Neighbors section of The Miami Herald. Prior to the opening of the theater, and due to renovations that included the Box Office, Live Nation was unable to provide discount ticket sales at their facility. All inquiries that we received were forwarded to Live Nation, who provided the discounted tickets to eligible persons.

Live Nation is now following a similar discount ticket program process. They will advertise the date for the senior and student discount ticket sale, which is currently scheduled for the third Tuesday of every month at 11:00 a.m. at the Fillmore Miami Beach at the Jackie Gleason Box Office only. Eligible seniors are required to bring a Photo ID with proof of age (over 62) and residency (utility bill, etc.); students must bring a current Miami Beach public school ID. The tickets are limited and available on first-come-first serve basis; only two (2) tickets are available per senior/student per performance. All tickets will be held at the Box Office Will Call and can be picked up the night of the show with proper ID.

In addition, a resident ticket program is available for Miami Beach residents. Tickets will be made available two (2) days prior to the public on-sale (limited availability), with proof of residency. Tickets are limited to two (2) per person, on a first-come-first-serve basis at the Box Office.

Our Communications Department will be assisting in advertising this information to our residents. As always, please feel free to contact me with any questions regarding this or any other matter.

C: Hilda M. Fernandez, Assistant City Manager
Max A. Sklar, Tourism and Cultural Development Director

JMG/HF/MAS/